



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

**Contract # 832332**

**Schedule Dates** 09/12/12-09/17/12  
**Advertiser** Paul Hirschbiel for Congress (39143)  
**Agency/T-Code** Greer, Margolis, Mitchel (GMMB) (1700)/1053989  
**Product** Political - US House (1175)  
**Brand** DEMOCRAT (169542)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** GILROY, MAURA  
**Phone/Fax** (757) 362-3300 /  
**CPE** 106/113/1216  
**Account Types** National/\*\*Political - Agency  
**Billing Type** Weekly/Irregular  
**Comments** HIRSCHBIEL 9/11  
PAUL HIRSCHBIEL FOR CONGRESS

**Date Entered** 05/31/12  
**Last Modified** 09/11/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06161129  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,004.50  
**Net Total** \$17,025.50  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	43	\$20,030.00
<b>Grand Total:</b>	<b>43</b>	<b>\$20,030.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / SPOT	09/12/12-09/14/12	5	:30	11:35P- 12:02A (ET)	2			X	X	X			2	\$210.00	\$420.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	9/7/12
2.3	Normal Line / SPOT	09/12/12-09/14/12	4	:30	10:58A- 12P (ET)	1			X	X	X			1	\$560.00	\$560.00	Norfolk (WVEC) (WVEC)	THE VIEW	9/7/12
3.2	Normal Line / SPOT	09/12/12-09/14/12	5	:30	12P- 12:57P (ET)	1			X	X	X			1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/7/12
4.2	Normal Line / SPOT	09/12/12-09/14/12	6	:30	3:58P- 4:58P (ET)	1			X	X	X			1	\$120.00	\$120.00	Norfolk (WVEC) (WVEC)	DR. OZ	9/7/12
5.2	Normal Line / SPOT	09/12/12-09/14/12	5	:30	4:58P- 5:29P (ET)	2			X	X	X			2	\$440.00	\$880.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	9/7/12
6.2	Normal Line / SPOT	09/12/12-09/14/12	5	:30	5A- 5:58A (ET)	2			X	X	X			2	\$210.00	\$420.00	Norfolk (WVEC) (WVEC)	SAM NEWS	9/7/12
7.2	Normal Line / SPOT	09/12/12-09/14/12	5	:30	5:29P- 5:58P (ET)	2			X	X	X			2	\$510.00	\$1,020.00	Norfolk (WVEC) (WVEC)	NEWS	9/7/12
8.2	Normal Line / SPOT	09/12/12-09/14/12	5	:30	6P- 6:30P (ET)	2			X	X	X			2	\$500.00	\$1,000.00	Norfolk (WVEC) (WVEC)		9/7/12
9.3	Normal Line / SPOT	09/12/12-09/14/12	5	:30	5:58A- 7A (ET)	3			X	X	X			3	\$420.00	\$1,260.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	9/7/12
10.2	Normal Line / SPOT	09/12/12-09/14/12	6	:30	6:58P- 7:28P (ET)	1			X	X	X			1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	9/7/12
11.3	Normal Line / SPOT	09/12/12-09/14/12	5	:30	7A- 9A (ET)	3			X	X	X			3	\$410.00	\$1,230.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/7/12
12.1	Normal Line / SPOT	09/12/12-09/14/12	6	:30	7:28P- 7:57P (ET)	2			X	X	X			2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	JEOPARDY	8/30/12
13.2	Normal Line / SPOT	09/12/12-09/14/12	4	:30	9A- 10A (ET)	1			X	X	X			1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	9/7/12
14.1	Normal Line / SPOT	09/15/12-09/15/12	5	:30	6:58P- 7:57P (ET)							1		1	\$180.00	\$180.00	Norfolk (WVEC) (WVEC)	WHEEL/JEOPARDY	9/7/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:



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PAUL HIRSCHBIEL FOR CONGRESS

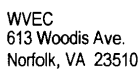
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15.2	Normal Line / SPOT	09/16/12-09/16/12	5	:30	9:58A- 11A (ET)								1	1	\$125.00	\$125.00	Norfolk (WVEC) (WVEC)	THIS WEEK	9/7/12
16.1	Normal Line / SPOT	09/13/12-09/13/12	4	:30	9P- 10P (ET)					1				1	\$2,800.00	\$2,800.00	Norfolk (WVEC) (WVEC)	GREYS ANATOMYEFF 8/30/12	9/7/12
17.2	Normal Line / SPOT	09/12/12-09/16/12	5	:30	11P- 11:35P (ET)	3			X	X	X	X	X	3	\$550.00	\$1,650.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
18.1	Normal Line / SPOT	09/17/12-09/17/12	5	:30	4:58P- 5:29P (ET)		1							1	\$440.00	\$440.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
19.1	Normal Line / SPOT	09/17/12-09/17/12	5	:30	5A- 5:58A (ET)		1							1	\$210.00	\$210.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
20.1	Normal Line / SPOT	09/17/12-09/17/12	5	:30	5:29P- 5:58P (ET)		1							1	\$510.00	\$510.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
21.1	Normal Line / SPOT	09/17/12-09/17/12	5	:30	6P- 6:30P (ET)		1							1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
22.1	Normal Line / SPOT	09/17/12-09/17/12	5	:30	5:58A- 7A (ET)		1							1	\$420.00	\$420.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
23.1	Normal Line / SPOT	09/17/12-09/17/12	6	:30	6:58P- 7:28P (ET)		1							1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
24.1	Normal Line / SPOT	09/17/12-09/17/12	5	:30	7A- 9A (ET)		1							1	\$410.00	\$410.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/7/12
25.0	Normal Line / NCAA - FOOTBALL	09/15/12-09/15/12	5	:30	7:57P- 11P (ET)							1		1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)		9/11/12
26.0	Normal Line / SPOT	09/14/12-09/14/12	6	:30	7:57P- 9P (ET)						1			1	\$380.00	\$380.00	Norfolk (WVEC) (WVEC)		9/11/12
27.0	Normal Line / SPOT	09/12/12-09/14/12	5	:30	4:58P- 5:29P (ET)	2			X	X	X			2	\$440.00	\$880.00	Norfolk (WVEC) (WVEC)		9/11/12

### CONFIRMATION CONTRACT

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>WVEC Norfolk</u>	<b>Date:</b> <u>9/12</u>
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I, Maura Gilroy,

being/on behalf of: Paul Hirschbuhl, a legally

qualified candidate of the Democrat political

party for the office of: House of Representatives

in the General

election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

<b>Total Charges:</b>	<u>\$ 17,025.<sup>00</sup></u>		<u>Net</u>
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# 832332

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Herschel for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jody Wagner PO Box 8728 Virginia Beach VA 23450

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

5/21/12      M. D. [Signature]  
Date      Signature

**To Be Signed By Station Representative**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Penne Marsh      Penne Marsh      NSC  
Signature      Printed Name      Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Paul Haschbiel  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. Gilroy  
signature of candidate or authorized committee

Maura Gilroy 5/21/12  
printed name date